LOEWE.

High Gloss White in combination with Lemon Yellow – just one of over a million variations of the Loewe Individual.

The classiest way
to create accents.

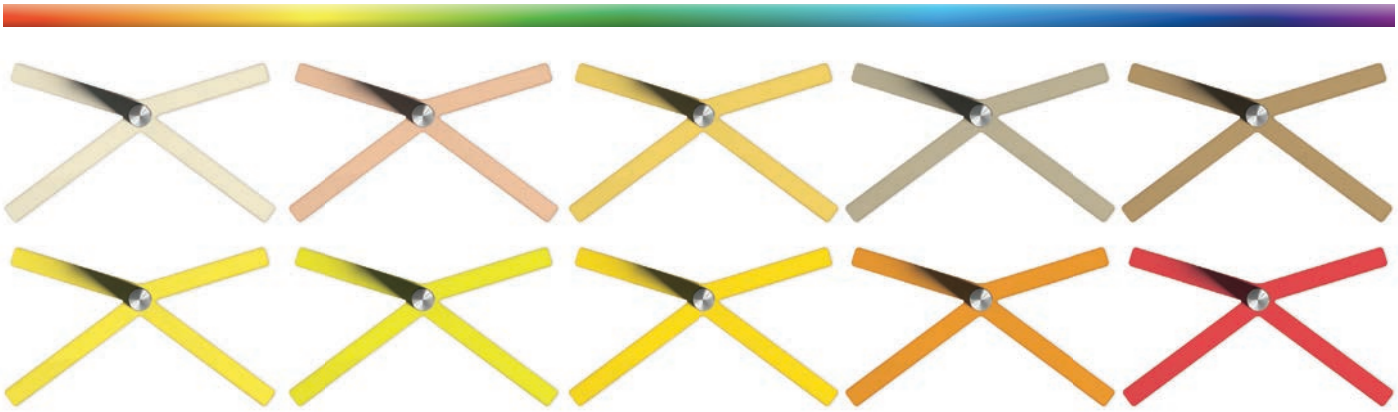
**Loewe Individual.**

# One theme.
# **Millions of variations.**

You leave nothing to chance. You know that details are crucial for the perfect overall effect. Your attention to detail is particularly astute when it comes to your personal style. Style is the art of nuance. And the art of continually reinventing yourself whilst remaining true to who you are.

We have developed the new Loewe Individual for individualists just like you. It offers millions of variations on the theme of television – and a solution catering to your personal taste.

**The insets** for Loewe Individual allow you to choose among various colours and materials. In addition to the high-quality Aluminium Silver ex-works version, there are six different colours available, as well as Metallised Chrome – alongside the elegant materials of Ebony and Light Oak. We can, of course, supply your individual colour nuance upon request: simply choose your personal favourite from the RAL colour palette (213 colours) for a spot-on match of the Loewe Individual and your home environment. The new inset concept for the Loewe Individual also makes it exceptionally simple and straightforward for you to switch insets. This means that you can customise your television to match your interior with ease at any time.



**The set-up options** provide a unique opportunity to design your Loewe Individual for spectacular overall effect: the Floor Stand Cross and the Table Stand Cross can be personalised to match the TV insets. This means that all basic colours are available, as are both wood options and the entire range of RAL colours. In this case, the switching concept is just as elegant and intelligent as for the insets: the covers are magnetically coated, which enables you to change them simply by hand.

The Loewe Individual's **frame profiles** are available in four standard colours: High Gloss White, High Gloss Black, Aluminium Silver and the new Aluminium Titanium. By combining them with the chosen insets, you can thus tailor your Loewe Individual to suit your living environment best. Plus, the back of the Loewe Individual is always coloured in a corresponding shade. This, along with the integrated cable routing in the Loewe set-up options, makes the Loewe Individual a high-quality design object from any angle which can be set up anywhere in the room. The Loewe Individual therefore communicates your personal vision of style even when it is switched off.

## **Highlights your style perfectly.**
From top to toe.

Style begins in the mind and is endless. Design your Loewe Individual entirely to your specifications. Until absolutely every nuance is just right – from top to bottom and from front to back.

## **The sharpest image.**
## 400 times a second.

A hummingbird flaps its wings up to 80 times a second to hover in the air. The Loewe Individual's 400 Hz technology lets you enjoy this incredibly fast movement in razor-sharp brilliance.

## Slim frame design.
Less frame, more picture.

**The most important thing in a television is the picture:** there is a clear trend towards larger screen sizes. People want more picture, but they do not want more television in their living room. The Loewe Individual's extremely slim-frame design focuses on the essentials and reduces the frame to a minimum. The advantage: the more compact dimensions mean that an Individual 46 can be positioned where previously only a 40-inch flat screen TV could be used: the picture is at the core of your home cinema experience.

## Contrast filter panel.
Improved contrast, rich black.

**Brilliant filter glass:** conventional displays have plastic surfaces. Their anti-reflection coating results in considerable loss of contrast and colour brilliance. The Loewe Individual provides a high-quality contrast filter panel made of real glass with an anti-reflective surface on both sides. The result: noticeably more accurate and pleasing image reproduction due to optimised contrast and rich black content.

## 400 hertz.
More images for smooth action.

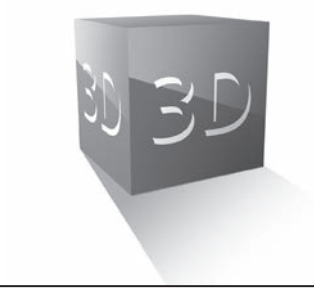
**Razor-sharp, even at 300 km/h:** the Loewe Individual provides a full-HD panel with real 200 Hz. That means: it really shows 200 images per second. In conjunction with the intelligent control of the LED backlight, this gives the impression of a 400 Hz picture. The Loewe Individual has a great number of intelligent algorithms which allow extremely fast movements to be displayed perfectly too, so you can even watch Sebastian Vettel overtaking his rival in razor-sharp clarity. Movements do not get any smoother than this, even in reality.

## E-LED backlight.
Crystal-clear colour brilliance.

**The perfect light for a perfect picture:** natural colour reproduction requires evenly balanced lighting. The outstandingly homogeneous, white backlighting of the Loewe Individual with LED enables rich, deep colours with high contrast values and perfect black levels, whatever the screen size – in a word: crystal-clear colour brilliance.

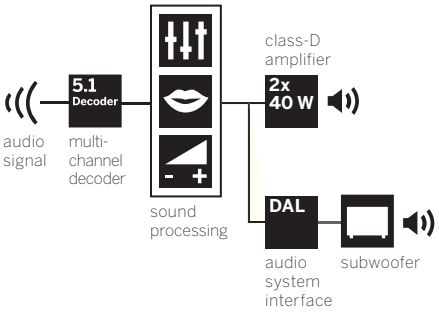
## 3D active shutter.
Real enough to touch.

**A surface can be surprisingly deep:** with its high luminosity and image refresh rates, the Loewe Individual provides the ideal conditions for an impressively vivid and fluid display of 3D content. The 3D active shutter technology achieves the best and most natural results. The Loewe Individual is also able to convert 2D content into 3D content, so that you can enjoy whatever you want in images that look almost real enough to touch.



## Stereo with 8 speakers.
Your ears will love you.

**Multi-talent:** with 2 x 40 watts of music power, the Loewe Individual Stereo Speaker provides a powerful, balanced sound. Where other manufacturers often integrate only two speakers, the Loewe Individual Stereo Speaker has eight speakers in total, all of which provide an audibly finer dispersion of sound in the treble as well as the bass, and, at the same time, a powerful bass foundation. The extremely slim speaker is available to match the Individual 40, 46 and 55; together with a Loewe Sound System, it is perfectly suited for use as a centre speaker.




## Purely digital signal chain.
For the richest sound.

**The highest sound quality, with no compromises:** from the integrated 5.1 receiver to the audio system interface, the Loewe Individual's signal chain is purely digital. This means that the Loewe Individual accesses the incoming multi-channel signal, thus makes a separate AV receiver superfluous. The audio signal then goes through complex and meticulous sound processing, including automatic voice detection and frequency-selective volume control. It is amplified internally by two class-D amplifiers or externally by the large digital amplifiers of a Loewe Subwoofer.

## Slim design.
Sound that fills the room.

**Modular sound concept:** whether it is the Stand Speaker ID, the Satellite Speaker ID or the Universal Speaker ID – the components for your home cinema system provide unbeatably clear and powerful sound. Configure your system according to your spatial requirements and your individual ideas. The stands allow the speakers to be positioned anywhere in the room. And the subwoofers lay the necessary foundation for your sound experience.

## Electrostats.
Flat, yet deep.

**Design for your ears:** The Loewe Stand Speakers Slim ID are as flat as a pencil and create a sound as rich as at Milan's La Scala. This is made possible by their innovative electrostatic technology: beneath the finest material covering, a wafer-thin membrane moves between two grid electrodes with extremely low displacement. The result is an outstandingly lively and dynamic sound. Due to the particular directionality of electrostats, an extreme spatial depth is created, which makes the Stand Speakers Slim ID perfect for use in surround sound.

## Loewe Sound Projector ID.
42 speakers in one.

**Experience 7.1 sound – of the most slim-line variety:** surround sound from a single speaker – as if by magic. There are a total of 42 speakers inside the housing of the Loewe Sound Projector ID. These are operated differently according to room conditions – making the best use of the sound reflections from the walls. The result: an astonishingly perfect 7.1 surround sound. With the difference that all you need for this is one single, ultra-flat, puristically designed speaker which can be combined with the Loewe Individual.

## **The most brilliant sound.**
With the most stylish speakers.

From a discreet 2.0 to a powerful, dynamic 7.1 (Sound Projector ID) – it is entirely up to you which system solution you design with the Loewe Individual Sound components: your spatial requirements and your personal listening preferences. Whatever you decide on in the end: You have never experienced sound like this before.

# **Deluxe tone colours.**
## As many as you want.

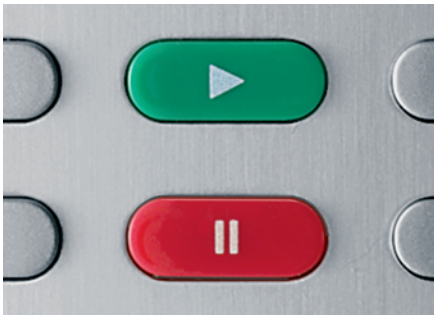
What you started with the design of your Loewe Individual, you can complete with the design of your Loewe Sound System.

**The sound components** of the new Loewe Individual are as unique as you are: a variety of housing colours, 223 inset colours and numerous components for systems from 2.0 to 7.1 give you the opportunity to design precisely the home entertainment system that will turn your living room into a unique home cinema. Whether it is understated elegance or a nuanced accent: with the Loewe Audiodesign components, any design option is possible. Their puristic design will match both your television and your personal living environment perfectly. You will only find such a harmonious and systematically configured sound solution within your own four walls.

**All sound components** feature an inset. That means: you can design the speakers to match your Loewe Individual perfectly. Whichever inset you choose for your TV – Chrome, Wood or one of a total of 223 colours – with perfectly shaped insets for the speakers, you can create a strong visual link and seamlessly individualise your entire Loewe entertainment system. The only exception: no insets are provided for the individualisation of the Loewe Subwoofer.

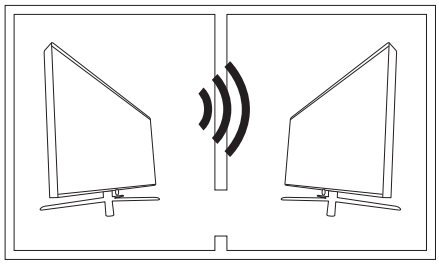
## Up to 350 hours.
In HD for example.

**More films on TV:** the Loewe Individual comes with an integrated 750 GB hard disk which provides space for up to 350 hours of film. And all of this in SD, HD or 3D quality. From now on, you do not need a cupboard or an external hard drive to store your film collection – it is there for you where you need it: always at your fingertips on your Loewe Individual.



## Time-shift television.
Stop & Go with the utmost efficiency.

**With DR+, time does not matter.** There are times when you have to leave the room for a while. For example, when the telephone rings. With Loewe DR+, you can now pause live programmes at just the touch of a button. The picture freezes and when you come back, you can resume viewing from exactly where you paused the programme. You can also go back a step if you want to see something again. Or, you realise you can not stay up for the end of this week's episode of your favourite series. So you simply record the rest of the programme and it is automatically stored. Of course, you can also record your favourite series and watch another programme at the same time.[1]



## Follow Me.
To be continued. Wherever you are.

**Flexible, just like your life:** Suppose you are tired, but you do not want to stop watching a political talk show. You press pause, brush your teeth and then get comfortable in bed. Now you press play and the programme will resume in your bedroom from the precise moment that you paused it. This function is called DR+ Follow Me[2], and is only available with Loewe. The television in the living room switches to stand-by mode at the same time. With the DR+ streaming function which is also included, you can access your main TV's DR+ archive from another room as well.

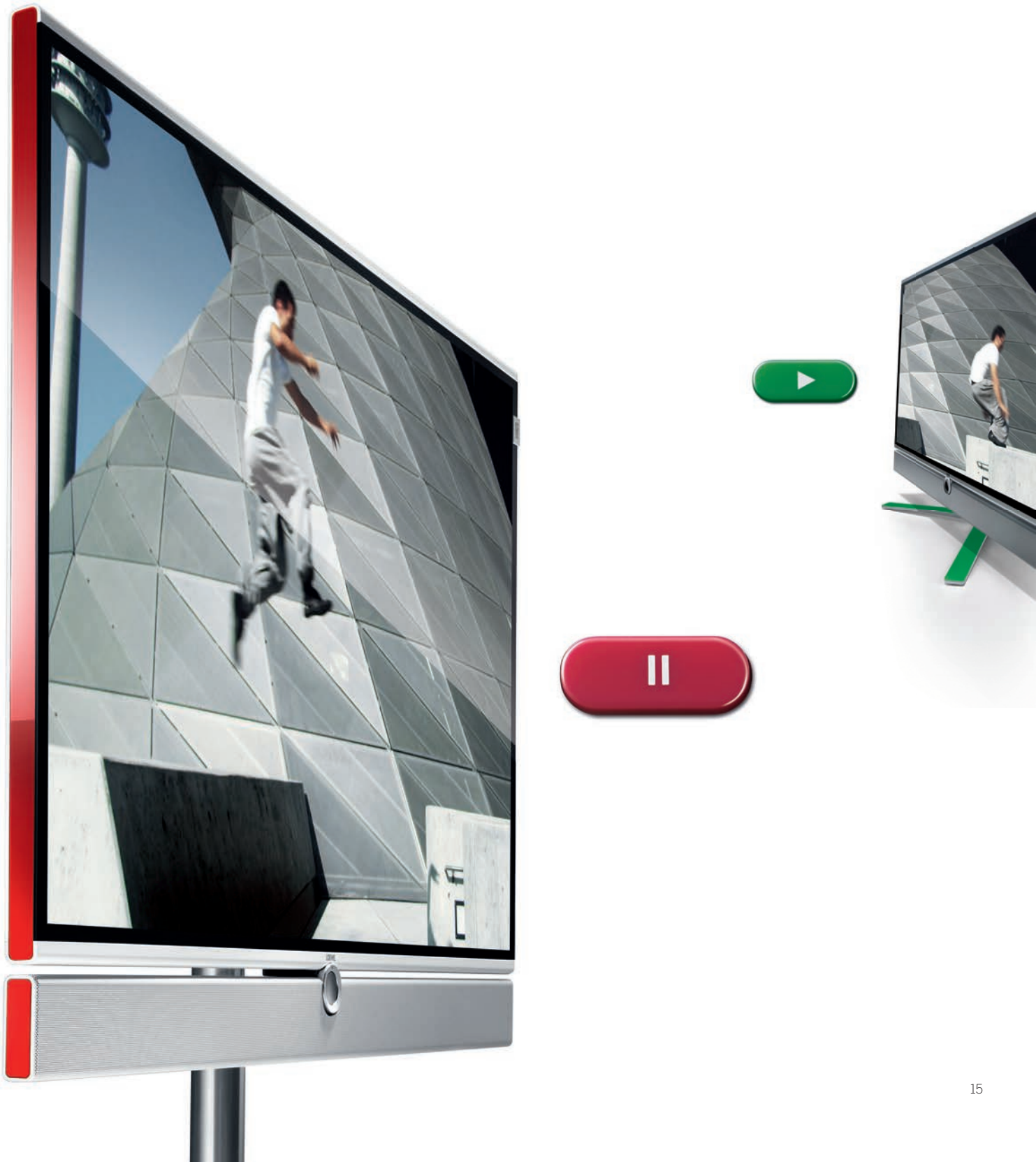
## The Eye.
See whatever is active.

**Usage-focused:** The Loewe Individual's new operating device, also known as the Eye, shows you which mode the television is currently in at any time. That way, you always know, for example, whether content is being streamed to another TV in your household (blue), or if your favourite series is being recorded (red, see illustration left).

[1] DR+ functionality may be limited by individual regulations from the respective broadcaster or content provider.
[2] Follow Me will follow via Loewe MediaUpdate.

# **Viewing comfort reinvented.**
## At the touch of a button.

In the past, people adapted to suit their televisions. Now, televisions adapt to suit people, and with Loewe, this truly is the case. With Loewe's exclusive DR+ technology, you can effortlessly pause, record and take a programme with you. So the entertainment goes wherever you go.



## **Loewe Assist Media.**
## The most elegant Smart TV operation.

Home entertainment systems should only serve one purpose: yours. Loewe offers you an almost unlimited number of possibilities to use various types of media from countless sources. Above all, however, Loewe offers the only user interface which is right for this: one that makes it child's play to find exactly what you want at all times. For this purpose, we have developed a completely new user interface: Loewe Assist Media.

One system.
## So much enjoyment.

**Joy of use.** The best operating system is one which is not even recognised as such, but is simply enjoyable. Because operating it is child's play. Because it looks so great. Because it does exactly what you want it to do. Because it perfectly suits you and your own wishes and requirements.

One system.
## One look.

**Design quality.** A crucial factor for ease of operation is the screen design. Semitransparent menus, attractive photo collages, cover flow and dynamic, high-definition animations generate more than just visual elegance: they make the individual navigation steps visible and therefore considerably easier to understand intuitively. The strikingly designed icons offer additional support for quick orientation.

One system.
## One operating logic.

**Up, down, left, right:** that is all you need to do in order to be able to control a whole world of channels, media and content according to your wishes. Simply navigate the on-screen cursor to wherever you want using the cross control and press OK to confirm. This user interface extends across all levels and areas of the new Loewe Assist Media operating system.

One system.
## One orientation.

**User focus.** The structure of the new Loewe Assist Media operating system is no longer based on the source but on the medium. This means that the structure is oriented towards the user. The user no longer needs to know where to find things, but simply what he or she wants to watch or listen to. The Loewe Assist Media operating system takes care of the rest in the background. A positive side effect: you really can control all applications with just one remote control – from TV programmes to your film library and your holiday photos.

One system.
## Your system.

**Home screen and favourites.** Basically, it is quite simple: you have, or see, something you like so much that you want to show it to others (YouTube[1]) or which you simply need regularly (like the Lottery numbers). With just one click, you can save these things directly to your home screen. They could be TV channels, selected websites, photos from a connected USB stick or certain songs from your home network. Simply decide upon your favourites and they will appear on your home screen with just one click of the star button on your remote control. It goes without saying that you can sort them at any time according to your personal preferences.

One system.
## One remote control.

**Loewe Assist.** You can effortlessly control the world of possibilities opened up to you by the Loewe Assist Media operating system using the high-quality Loewe Assist remote control. It controls the whole system: even playback devices on a rack behind a front panel can receive your commands via the TV (CEC). A database for numerous set-top boxes and a learning function are integrated: the learning function allows the Loewe remote control to "learn" an external remote control's commands. Alternatively, you can also control your Loewe TV system with the new, separately available Loewe Assist Easy. With this reduced remote control's intuitive cross navigation, you need little more than the cursor zone in order to enjoy complete entertainment. With Loewe Assist and Loewe Assist Easy, you can access not only your television, but also the SoundBox, SoundVision, and many other Loewe products.

One system.
## One app.

**Loewe Assist Media app for the iPad.** With this app, you can get the complete TV menu on your iPad and enjoy entertainment at the touch of a finger. Browse through a programme guide (EPG), for example, and check out the content and length of live programmes. Or set a TV programme to be recorded directly from the EPG and view it later on your TV using the DR+ archive. You can use the large amount of online content on the Loewe MediaNet more intuitively and more quickly than ever before. Thousands of possibilities combined in one control centre: making it easy and enjoyable for you to control your home entertainment from one source.

[1] Will follow via Loewe MediaUpdate.

The Loewe Home Screen: your direct access to all types of media and content.

# **Loewe MediaNet.**
Smart surfing.

**Gives websites high definition and replaces PCs:** the MediaNet applications' extensive offerings open the door to the online world. The apps' special programming lets you experience web content via a display which has been optimised for the TV screen: from television on demand to the latest weather report. And if there is something that you particularly like, you can simply save the app on your home screen as a favourite.[1] With the Internet browser, you can go directly to websites which do not have an app available. For convenient address input, a virtual keyboard appears on the TV screen – or simply use the keyboard on the Loewe Assist Media app.

**Audio on Demand:** want to listen to music? Use music streaming services such as Aupeo! or iConcerts. With Q-tom you can even access music videos from many special-interest channels.

**Social TV:** want to keep in touch with your friends? With the Facebook app, you can access and comment on their posts, update your own status, etc. at any time. In large format and straight from your living room.

**Internet Radio:** you will quickly find your favourite music from a selection of 8,000 Internet radio stations, organised according to region and genre. With the practical favourites function, you can then simply store the desired station on your home screen.[1] In addition, the digital radio stations which you receive via antenna, cable, or satellite are also available.

The availability of the MediaNet apps depends on the provider. Loewe is therefore constantly updating and expanding its selection of apps.
The online content is optimised with CE-HTML for display on a large-format, flat-screen TV.
[1] Will follow via Loewe MediaUpdate.

# **More media.**
## More possibilities.

You do not want to be told how to use media: you want to use them actively and individually as you like. This means: exactly the content that interests you and exactly when you want to. That is exactly what the Loewe Individual does: entertainment at the touch of a button.

# **The first television with the future on its screen.**
Loewe MediaUpdate.

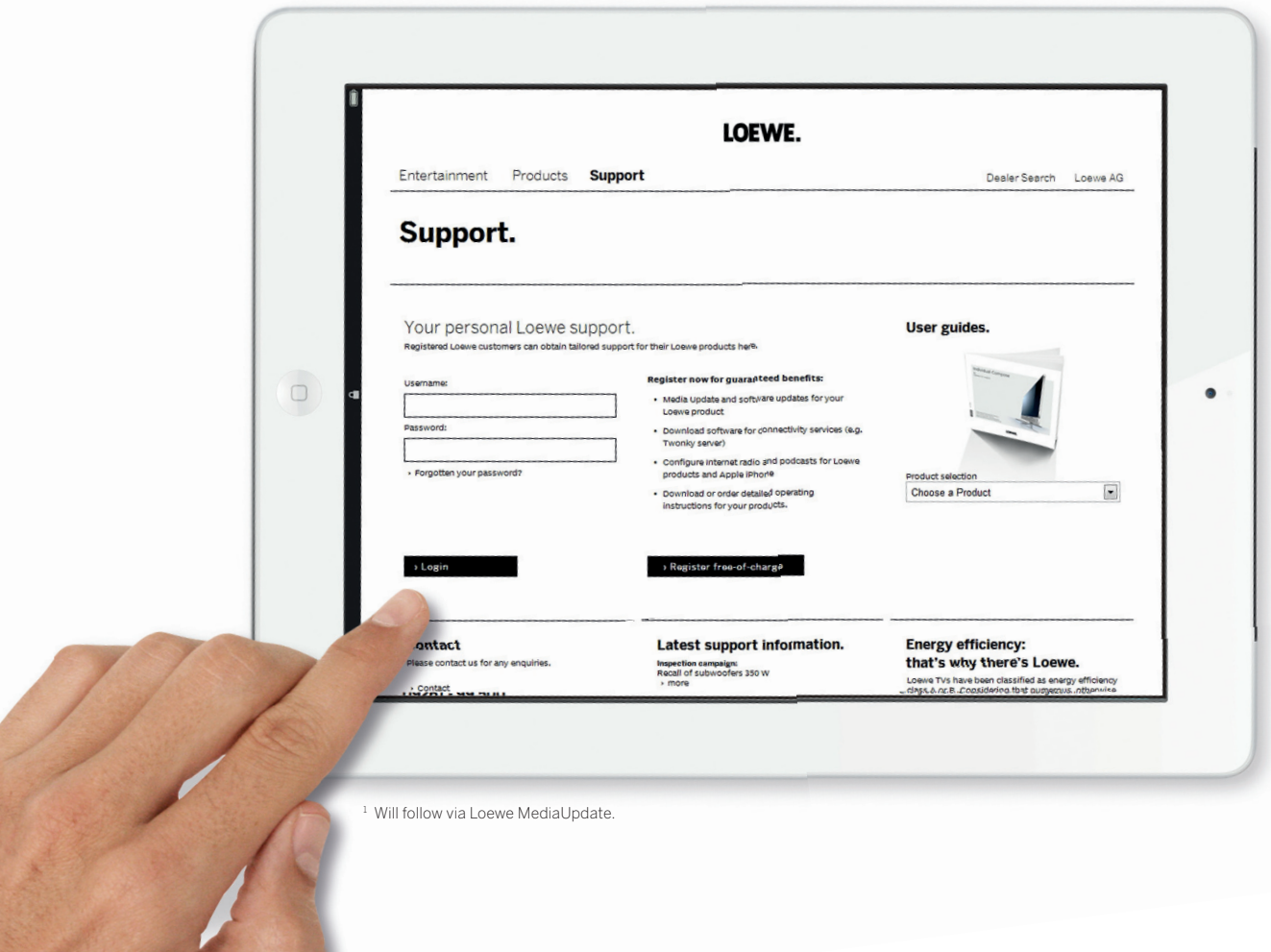
The new Loewe Individual will never go out of fashion. There is one simple, technical reason for this: Loewe MediaUpdate. This ground-breaking function ensures that your TV set is always technically state-of-the-art. The possibility of updating the software means that you can continuously experience the pleasure of new features and optimised entertainment operation. Only Loewe offers you this service.

## **Loewe MediaUpdate.**
Always up to date.

**Modular software concept:** the Loewe Individual's special programming allows various functions to be optimised separately and flexibly. Loewe can therefore quickly provide you with the best new functions. For software upgrades, you simply need to configure your Loewe Individual during its initial installation so that it automatically checks for new updates as soon as it is connected to the Internet and notifies you accordingly.[1] Or you can register via the service area at www.loewe.tv, download the updates from there and then install them on your Individual using a USB stick.

## **The best signal, now and later.**
More receivers, more entertainment.

**All inclusive:** irrespective of how you receive your TV signal now or in the future, with the Loewe Individual, you are optimally equipped. Experience a clear TV picture with the integrated receivers for high-definition television (HD-TV), as well as receivers for all standards of digital video broadcasting for antenna, satellite or cable (DVB-T/C/S). The Loewe Individual is also prepared for second-generation standards (DVB-T2/S2). This allows you to dispense not only with additional devices, but also with their electricity consumption and cabling.




[1] Will follow via Loewe MediaUpdate.

# Perfectly networked.
## Easy access to whatever you want.

Access all types of media in a variety of ways. Connect your camera or an external hard drive to your TV set via a USB port, for example, or use a home network to transfer data; the router then serves as a control centre between computer and television. The advantage: you can conveniently access all files you have enabled on your computer via your TV set. The menu display is designed with easy-to-remember symbols which direct you quickly and intuitively to your desired medium – whether it is for photos, videos, or music.

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**Loewe MediaHome.**
All your media at a glance.

**Your photo albums:** with the Loewe Individual, you can now experience your best holiday photos in impressive depth of colour on the big TV screen, including attractive photo collages.

**Your video archive:** the Loewe Individual supports all standard video formats (mov, avi, wmv) and collects the videos you would like to access in one clear menu (DR+ recordings, external hard drives, or home network).

**Your CD cabinet:** keep an overview of your music collection – on your TV screen.

**Your favourites:** would you like to be able to access your favourite content quickly at all times? Simply press the Favourites star on the Loewe Assist remote control, and your favourite will be saved on the home screen.

**Internet access:** connect your television to the world of Internet via a network cable (LAN) or wirelessly (WLAN).
For uninterrupted video streaming, a transfer rate of at least 6,000 kBits/sec is recommended.

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**Additional connections for comprehensive home entertainment:**
– 3 x USB to connect to external hard drives, digital cameras, etc.
– 4 x HDMI for additional entertainment components (for example Loewe BluTechVision 3D or games consoles)
– LAN / WLAN for a perfect Internet connection
– Mini Scart and mini VGA
– Digital Audiolink (the audio system interface for 5.1 home cinema systems)
– Speaker terminals for connection of passive speakers

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**There is always an even more harmonious option.** The Loewe Individual is your television. In fact, it is precisely your television. Because that is crucial to you, you also want to decide how it looks in your room. Ultimately, it should express your own style, even when it is switched off. Whether it is standing on a sideboard as a decorative furnishing, almost floating in the centre of your room like an exhibition piece or hanging on the wall like a painting: you decide what is best suited to you and your living environment. Wall Mount, Table Stand Cross (1), Table Stand Plate (2), Floor Stand Cross (3), Floor Stand Plate (4), Loewe Rack (5–7), Wall Stand Flex (8), or Screen Lift Plus (9).

1.

2.

3.

4.

5.

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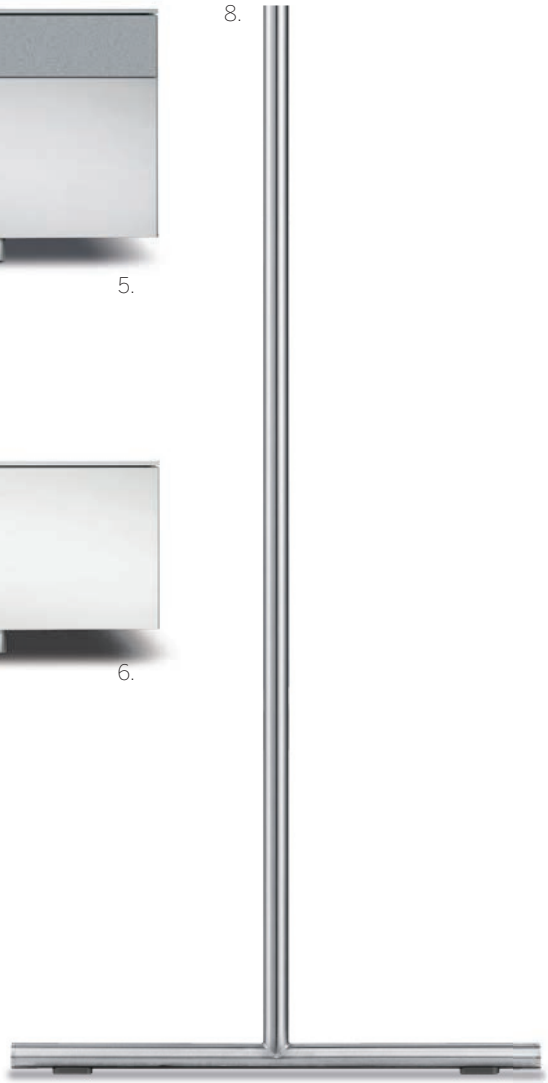
7.

8.



9.

## **In all questions of taste:**
## we are set up to please.

Discreet integration or a striking accent: no other manufacturer offers more set-up variations. The Loewe Individual has the perfect solution for every room and every wish.

Loewe Individual.
**Product details.**

**Wall Mount WM 65**

Chrome Silver
Convenient mounting, adjustable incline (0° or ca. +2°)
55": W 124.0 / H 76.7[1] / PD 6.7 / TD 8.5
46": W 104.8 / H 65.5[1] / PD 6.6 / TD 8.6
40": W 91.5 / H 58.0[1] / PD 6.6 / TD 8.6

**Wall Mount WM 65 + Stereospeaker**

Chrome Silver
Convenient mounting, adjustable incline (0° or ca. +2°)
55": W 124.0 / H 80.5 / PD 6.7 / TD 8.5
46": W 104.8 / H 69.3 / PD 6.6 / TD 8.6
40": W 91.5 / H 61.9 / PD 6.6 / TD 8.6

**3D technology**

Pictures in outstanding depth, natural and precise transitions, and maximum viewing convenience. That is 3D technology in Loewe perfection – and just one of countless innovations for the senses. What is more, Loewe Individual captivates due to its high-quality exclusivity and limitless personalisation potential.

**Wall Mount Slim / VESA Size 400**

Chrome Silver
Flat mounting
55": W 124.0 / H 76.7[1] / PD 6.7 / TD 7.2

**Wall Mount Slim / VESA Size 400 + Stereospeaker**

Chrome Silver
Flat mounting
55": W 124.0 / H 80.5 / PD 6.7 / TD 7.2

**Wall Mount Slim / VESA Size 200**

Chrome Silver
Flat mounting
46": W 104.8 / H 65.5[1] / PD 6.6 / TD 7.4
40": W 91.5 / H 58.0[1] / PD 6.6 / TD 7.4

**Wall Mount Slim / VESA Size 200 + Stereospeaker**

Chrome Silver
Flat mounting
46": W 104.8 / H 69.3 / PD 6.6 / TD 7.4
40": W 91.5 / H 61.9 / PD 6.6 / TD 7.4

**Wall Mount Isoflex[3]**

Aluminium
Flexible solution, folds flat, can be pulled out straight, rotated and pivoted, adjustable incline (+2° to 0°), intelligent cable management
55": W 124.0 / H 76.7[1] / PD 6.7 / TD 11.7 to 49.2
46": W 104.8 / H 65.5[1] / PD 6.6 / TD 11.9 to 49.4
40": W 91.5 / H 58.0[1] / PD 6.6 / TD 11.9 to 49.4

**Wall Mount Isoflex[3] + Stereospeaker**

Aluminium
Flexible solution, folds flat, can be pulled out straight, rotated and pivoted, adjustable incline (+2° to 0°), intelligent cable management
55": W 124.0 / H 80.5 / PD 6.7 / TD 11.7 to 49.2
46": W 104.8 / H 69.3 / PD 6.6 / TD 11.9 to 49.4
40": W 91.5 / H 61.9 / PD 6.6 / TD 11.9 to 49.4

Dimensions in cm: W = Width, H = Height, PD = Product Depth, TD = Total Depth
Contents: Assist 1 system remote control, aluminium, incl. batteries.
N.B. Set-up options are not included in ex-works delivery. Some products are depicted with optional accessories.

[1] Includes operating ring.
[2] Optionally available with motorised rotation.
[3] Only in conjunction with a corresponding adapter, to be ordered separately.
[4] Only for Table Stand Cross and Floor Stand Cross.
[5] Only available as a TV inset.

**Table Stand Cross[2]**

Chrome coating
Rotatable (+/– 45°), adjustable incline (+1° to – 5°)
55": W 124.0 / H 79.7 / PD 6.7 / TD 34.6
46": W 104.8 / H 68.7 / PD 6.6 / TD 32.5
40": W 91.5 / H 61.3 / PD 6.6 / TD 32.5

**Table Stand Cross[2] + Stereospeaker**

Chrome coating
Rotatable (+/– 45°), adjustable incline (+1° to – 5°)
55": W 124.0 / H 86.3 / PD 6.7 / TD 34.6
46": W 104.8 / H 75.3 / PD 6.6 / TD 32.5
40": W 91.5 / H 67.9 / PD 6.6 / TD 32.5

**Table Stand Plate[2]**

Aluminium
Rotatable (+/– 45°), adjustable incline (+1° to – 5°)
55": W 124.0 / H 78.1 / PD 6.7 / TD 32.0
46": W 104.8 / H 67.1 / PD 6.6 / TD 32.0
40": W 91.5 / H 59.7 / PD 6.6 / TD 25.0

**Table Stand Plate[2] + Stereospeaker**

Aluminium
Rotatable (+/– 45°), adjustable incline (+1° to – 5°)
55": W 124.0 / H 84.7 / PD 6.7 / TD 32.0
46": W 104.8 / H 73.7 / PD 6.6 / TD 32.0
40": W 91.5 / H 66.3 / PD 6.6 / TD 25.0

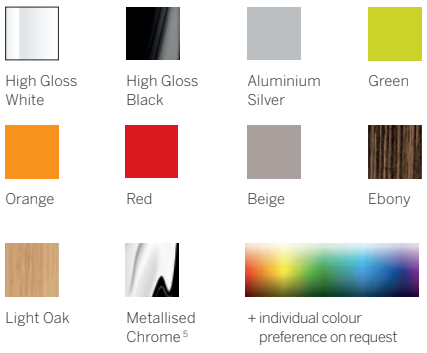
## TV housing
Sizes

55" (140 cm) 46" (117 cm) 40" (101 cm)

## TV housing
Colours

High Gloss White · Aluminium Black · Aluminium Silver · Aluminium Titan

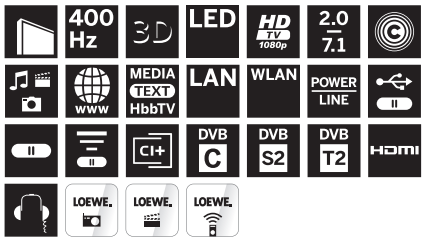
## TV insets and insets for set-up options[4]
Colours and materials



High Gloss White · High Gloss Black · Aluminium Silver · Green
Orange · Red · Beige · Ebony
Light Oak · Metallised Chrome[5] · + individual colour preference on request

Insets ex works: Aluminium Silver.
Insets ex-works for Floor Stand Cross and Table Stand Cross: Chrome coating.

## Technical features



Loewe Individual.
**Product details.**

**Energy efficiency**

Due to the integration of numerous functions, such as receivers or 5.1 AV pre-amplifiers, there is no need for additional devices and further electricity consumption. This is also reduced by the Loewe Individual's intelligent energy management system (e.g. partial switch-off during DR+ Streaming). Loewe Individual 55: energy efficiency class A. Loewe Individual 46 and 40: energy efficiency class B.

**Floor Stand Cross[1]**

Chrome coating
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 126.3 / PD 6.7 / TD 52.5
46": W 104.8 / H 115.2 / PD 6.6 / TD 49.7
40": W 91.5 / H 107.9 / PD 6.6 / TD 49.7

**Floor Stand Cross[1] + Stereospeaker**

Chrome coating
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 126.3 / PD 6.7 / TD 52.5
46": W 104.8 / H 115.2 / PD 6.6 / TD 49.7
40": W 91.5 / H 107.9 / PD 6.6 / TD 49.7

**Floor Stand Cross[5] + Sound Projector**

Chrome coating,
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 126.3 / PD 6.7 / TD 52.5
46": W 104.8 / H 115.2 / PD 6.6 / TD 49.7
40": W 91.5 / H 107.9 / PD 6.6 / TD 49.7

**Floor Stand Plate[1]**

Aluminium
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 125.2 / PD 6.7 / DB 56.2
46": W 104.8 / H 114.2 / PD 6.6 / DB 56.2
40": W 91.5 / H 106.8 / PD 6.6 / DB 49.7

**Floor Stand Plate[1] + Stereospeaker**

Aluminium
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 125.2 / PD 6.7 / DB 56.2
46": W 104.8 / H 114.2 / PD 6.6 / DB 56.2
40": W 91.5 / H 106.8 / PD 6.6 / DB 49.7

**Floor Stand Plate[5] + Sound Projector**

Aluminium
Rotatable (+/– 45°), adjustable incline (+1° to – 5°), intelligent cable management
55": W 124.0 / H 125.2 / PD 6.7 / DB 56.2
46": W 104.8 / H 114.2 / PD 6.6 / DB 56.2
40": W 91.5 / H 106.8 / PD 6.6 / DB 49.7

Dimensions in cm: W = Width, H = Height, PD = Product Depth, TD = Total Depth, DB = Diameter/Dimensions of Base plate
Contents: Assist 1 system remote control, aluminium, incl. batteries.
N.B. Set-up options are not included in ex-works delivery. Some products are depicted with optional accessories.

[1] Optionally available with motorised rotation.
[2] Only in conjunction with a corresponding adapter, to be ordered separately.
[3] Only for Table Stand Cross and Floor Stand Cross.
[4] Only available as a TV inset.
[5] Only available with motorised rotation.

**Screen Lift Plus²**

Brushed Aluminium
Manual rotation (+/– 90°), adjustable incline (0° to – 5°), concealed cable routing
55": W 124.0 / H 300.0 / PD 6.7 / TD 19.9
46": W 104.8 / H 300.0 / PD 6.6 / TD 20.1
40": W 91.5 / H 300.0 / PD 6.6 / TD 20.1

**Screen Lift Plus² + Stereospeaker**

Brushed Aluminium
Manual rotation (+/– 90°), adjustable incline (0° to – 5°), concealed cable routing
55": W 124.0 / H 300.0 / PD 6.7 / TD 19.9
46": W 104.8 / H 300.0 / PD 6.6 / TD 20.1
40": W 91.5 / H 300.0 / PD 6.6 / TD 20.1

**Wall Stand Flex²**

Brushed Aluminium
Fixed mounting at any height adjustable incline (– 2° to + 2°), intelligent cable management
46": W 104.8 / H 180.4 / PD 6.6 / TD 30.0
40": W 91.5 / H 180.4 / PD 6.6 / TD 30.0

**Wall Stand Flex² + Stereospeaker**

Brushed Aluminium
Fixed mounting at any height adjustable incline (– 2° to + 2°), intelligent cable management
46": W 104.8 / H 180.4 / PD 6.6 / TD 30.0
40": W 91.5 / H 180.4 / PD 6.6 / TD 30.0

**Loewe Rack²**

Different versions, sizes and colours to match Loewe TV, sound system, and equipment. With Digital Link HD (CEC), equipment products stored in a Loewe Rack can be controlled by the high-quality Loewe Assist remote control even if the front panel is closed; in addition, the Loewe Assist has a database for set-top boxes as well as a simple learning function which also allows it to control these devices, without direct visual contact, in conjunction with IR-Link. This means you can control your home entertainment system simply and intuitively, without having the playback devices in direct view.

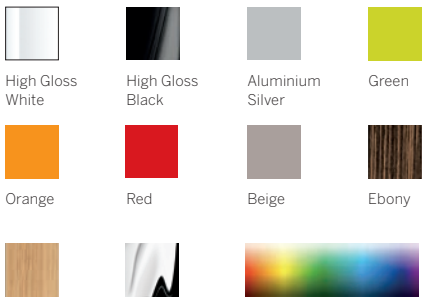
## TV housing
Sizes

55" (140 cm) 46" (117 cm) 40" (101 cm)

## TV housing
Colours

High Gloss White · Aluminium Black · Aluminium Silver · Aluminium Titan

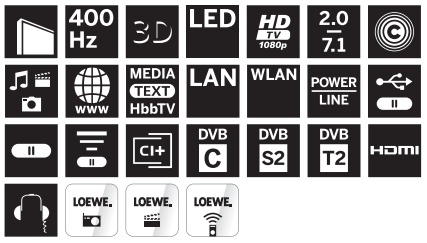
## TV insets and insets for set-up options ³
Colours and materials



High Gloss White · High Gloss Black · Aluminium Silver · Green
Orange · Red · Beige · Ebony
Light Oak · Metallised Chrome ⁴ · + individual colour preference on request

Insets ex works: Aluminium Silver.
Insets ex-works for Floor Stand Cross and Table Stand Cross: Chrome coating.

## Technical features



Loewe Individual.

# Technical information.

| | **55 incl. DR+** HD TV 1080p |
|---|---|
| **Image+ (Image)** | |
| Contrast filter panel / High gloss frames | ● / — |
| Display technology | Full-HD-LCD with E-LED backlight |
| Screen diagonal (in cm) / Picture format / Resolution (in pixels) | 140 / 55 / 16 : 9 / 1.920 x 1.080 |
| Brightness (in cd/m²) / Viewing angle (horizontal/vertical) | 450 / 178° / 178° |
| Contrast (static/dynamic) | 5,000 : 1 / 5,000,000 : 1 |
| Response time (in ms) / Picture repetition rate | 5 / 400Hz |
| Fully digitised signal processing / Image+ Active / 24 p motion picture display | ● / ● / ● |
| 3D technology / 2D-3D conversion / Active Glasses 3D | ● / ● / o |
| Format options[1] (16 : 9, 4 : 3, Panorama, Zoom) | ● |
| Video auto-dimming (VBD+) / Interior auto-dimming (OPC) / Home Mode | ● / ● / ● |
| **Sound+ (Audio)** | |
| Output in W (music/sine) | 2 x 20 / 2 x 40 |
| Acoustic speaker concept | Speaker Array System |
| Individual bass and treble control / Volume / Sound effects | ● / ● / ● |
| Automatic voice detection / Automatic Volume Control (AVC) | ● / ● |
| Dolby Digital Plus / dts / 5.1 Out / Two-channel | ● / ● / ● / ● |
| Audio out available: variable / fixed / Subwoofer | ● / ● / ● (via Digital Audiolink) |
| **Digital+ (Television standards)** | |
| DVB-T / DVB-T2 / DVB-C / DVB-S2 / Multistandard (analogue) / Dual Channel | ● / ● / ● / ● / ● / ● |
| A/V-Decoding: MPEG / MPEG2 / MPEG4 / integrated HDTV reception[2] | ● / ● / ● / ● |
| Colour standard: PAL / Secam / NTSC / NTSC-V / PAL-V (60 Hz) | ● / ● / ● / ● / ● |
| Audio standard: Two-channel FM / AM, Nicam | ● / ● |
| **Assist+ (Operation)** | |
| Automatic Channel Programming (ACP) / Channel recognition | ● / ● |
| DVB radio / Programme positions including AV and radio | ● / 6,000 |
| Digital Link Plus / Digital Link HD | ● / ● |
| Video text Level 2.5 / TOP-Video text / FLOF-Video text / Page memory | ● / ● / ● / 2,000 |
| Personalised Video text with direct access to favourites / bookmarked pages | ● / ● |
| PIP (AV) / Full PIP / Splitscreen TV : Video text | ● / ● / ● |
| Electronic Program Guide (EPG) / Assist Media app | ● / ● |
| Parental Lock / Automatic turn-off / Timer | ● / ● / ● |
| Context Related Help / Menu languages[3] | ● / 19 |
| **Media+ (Multimedia functions)** | |
| DR+ / storage capacity in GB / USB recording (for DR+: USB archive) | ● / 750 / ● |
| DR+ Streaming server / client | ● / ● |
| MediaHome (photos, music and video via home network / USB) | ● / ● |
| MediaNet (Internet portal / browser / Internet radio) | ● / ● / ● |
| MediaText (HbbTV) / MediaUpdate | ● / ● |
| **Connectivity+ (Connectors)** | |
| HDMI with HDCP / USB / Component (YUV) In[4] | 4 (1x ARC) / 3 / o |
| Mini Scart[4] / S-VHS, Hi-8 / RGB | 1 / 1 / 1 |
| Copy function Front-AV to Euro-AV | ● |
| Digital audio-in (Cinch) / Digital audio-out (Cinch) | ● / ● |
| Analogue audio-out (L/R) / Center-in (Cinch) | ● / ● |
| Analogue Audiolink[5] / Digital Audiolink[5] | — / ● |
| Mini-VGA[4] / RS 232 C (RJ12) / Motor control / IR-Link | ● / ● / ● / ● |
| Side AV Video- / S-VHS, Hi-8-ready / Headphone (jack 3.5 mm) | ● / ● / ● |
| Common Interface CI / CI Plus certified[6] | 2 / ● |
| LAN network connection / integrated WLAN | ● / ● |
| **Environment** | |
| EU energy efficiency class / Annual energy consumption (kWh)[7] | A / 161 |
| Power consumption in stand-by mode / off (in W) | 0.47 / 0 |
| Power consumption „ON“[8] (in W) / Peak luminance ratio in % | 120.0 / 67.0 |
| Mercury content in mg / contains lead[9] | 0.0 / traces |
| **Miscellaneous** | |
| Weight (approx.) in kg | 30.5 |
| Power switch / Mains voltages | ● / 220 – 240 V, 50 / 60 Hz |
| VDE-safety standard (inspection seal) | ● |

● = included/installed o = upgradeable/optional

1 Dependent on SD/HD input format.

2 Reception of digital channels (SD/HD/3D) may be limited by individual regulations from the respective broadcaster/provider.

3 D-GB-F-I-E-NL-CZ-GR-PL-H-FIN-SLO-SK-TR-S-DK-P-RUS-N

4 Only in conjunction with a corresponding adapter, to be ordered separately.

5 Loewe System 5.1 Out, Stereo Out, Subwoofer Out, Center In.

6 CI Plus is backwards compatible with CI. Functionality is dependent on module availability from the supplier.

| 46<br>incl. DR+ HD TV 1080p | 40<br>incl. DR+ HD TV 1080p |
|---|---|
| ● / — | ● / — |
| Full-HD-LCD with E-LED backlight | Full-HD-LCD with E-LED backlight |
| 117 / 46 / 16 : 9 / 1.920 x 1.080 | 101 / 40 / 16 : 9 / 1.920 x 1.080 |
| 450 / 178° / 178° | 450 / 178° / 178° |
| 5,000 : 1 / 5,000,000 : 1 | 5,000 : 1 / 5,000,000 : 1 |
| 5 / 400Hz | 5 / 400Hz |
| ● / ● / ● | ● / ● / ● |
| ● / ● / ○ | ● / ● / ○ |
| ● | ● |
| ● / ● / ● | ● / ● / ● |
| | |
| 2 x 20 / 2 x 40 | 2 x 20 / 2 x 40 |
| Speaker Array System | Speaker Array System |
| ● / ● / ● | ● / ● / ● |
| ● / ● | ● / ● |
| ● / ● / ● / ● | ● / ● / ● / ● |
| ● / ● / ● (via Digital Audiolink) | ● / ● / ● (via Digital Audiolink) |
| | |
| ● / ● / ● / ● / ● / ● | ● / ● / ● / ● / ● / ● |
| ● / ● / ● / ● | ● / ● / ● / ● |
| ● / ● / ● / ● / ● | ● / ● / ● / ● / ● |
| ● / ● | ● / ● |
| | |
| ● / ● | ● / ● |
| ● / 6,000 | ● / 6,000 |
| ● / ● | ● / ● |
| ● / ● / ● / 2,000 | ● / ● / ● / 2,000 |
| ● / ● | ● / ● |
| ● / ● / ● | ● / ● / ● |
| ● / ● | ● / ● |
| ● / ● / ● | ● / ● / ● |
| ● / 19 | ● / 19 |
| | |
| ● / 750 / ● | ● / 750 / ● |
| ● / ● | ● / ● |
| ● / ● | ● / ● |
| ● / ● / ● | ● / ● / ● |
| ● / ● | ● / ● |
| | |
| 4 (1x ARC) / 3 / ○ | 4 (1x ARC) / 3 / ○ |
| 1 / 1 / 1 | 1 / 1 / 1 |
| ● | ● |
| ● / ● | ● / ● |
| ● / ● | ● / ● |
| — / ● | — / ● |
| ● / ● / ● / ● | ● / ● / ● / ● |
| ● / ● / ● | ● / ● / ● |
| 2 / ● | 2 / ● |
| ● / ● | ● / ● |
| | |
| B / 151 | B / 133 |
| 0.47 / 0 | 0.47 / 0 |
| 109.0 / 75.0 | 96.0 / 67.0 |
| 0.0 / traces | 0.0 / traces |
| | |
| 21.8 | 17.5 |
| ● / 220 – 240 V, 50 / 60 Hz | ● / 220 – 240 V, 50 / 60 Hz |
| ● | ● |

[7] On the basis of four hours of operation per day, 365 days a year. Actual energy consumption depends on the purpose for which the TV is used.
[8] To EN 62087 : 2009.
[9] Traces may occasionally be found in electronic components (in compliance with the recent European RoHS directive).

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